

TITLE PAGE

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" BRIGHT LIGHTS" ✓

SEP 15 1924 ✓

A Photoplay in 2 reels ✓

Directed by Walter Graham ✓

Author of Photoplay CHRISTIE FILM CO INC. U S A. ✓

SEP 15 1924

PRESS SHEET

Bobby Vernon Comedies

Bobby
Vernon



©CIL 20567

BRIGHT
LIGHTS

Directed by Walter Graham



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

1134

VERNON HEADS OWN UNIT PRODUCING BOBBY VERNON COMEDIES

Popular Comedian Now Starring in Two-Reel Productions Bearing His Name

Bobby Vernon gets his chance at big comedy opportunities in his first Bobby Vernon Comedy, "Bright Lights," and he certainly makes the best of it.

For several years Bobby Vernon has been starred in Christie Comedies and he has become one of the most popular comedy stars of the screen. Through his excellent work with the Christie Film Company he has earned his place as producer and star of his own pictures.

"Bright Lights," the first of the series, is far above all expectations. In quality of lighting and photography the picture is equal to anything in which this young star has yet appeared.

"Bright Lights" is a feature production in two reels. The size and magnificence of the sets will amaze; the story and action are fast and the many excellent comedy situations follow each other so quickly that your audiences will be kept in a continual roar of laughter.

The Story

When a couple of Broadway peaches such as Ann and Evelyn give you the glad eye, you can't be blamed for not watching the road, so Bobby and Jay can't be censured for taking the wrong turn and driving them into a pond.

With their clothes ruined the boys waddle to a farmhouse where they are soon decked in the hired man's best. And the farmer parts with an antiquated flivver in which the boys hurry to the village. The farmer had forgotten to tell them that the brakes weren't working and they crash into a barn-dance through the side of the wall.

But when they see Ann and Evelyn at the dance they decide to stay. The girls pick the boys for a couple of rubes and Bobby doesn't undecieve them. The girls are cabaret dancers and invite Bobby to visit them at the cafe so they can show their girl chums their hick sweetheart.

And visit them he does. All done-up like a clod-hopper, Bobby makes his appearance at the cafe while the girls are in the middle of a gorgeous dance number and after successfully embarrassing the girls he is ejected.

Bobby returns and to avoid capture, dresses in a girl's dancing costume but is forced to join the girls in their dancing number.

Bobby is getting away with a burlesqued dance when his wig falls off and the chase is on again. This time he is forced to deprive a drunk of his clothes and he again enters the cafe attired in a tuxedo.

In his new garb he captivates the girl of his heart and she admits that she likes his looks and his ingenuity. And when the lights go out they are still looking into each other's eyes.



For Electro Order No. 3342-E
For Mat (Free) Order No. 3342-M

"STAR MAKES THEM GOOD"

"This star (Bobby Vernon) makes them good. Can't remember a poor one," says George J. Kress, proprietor of the Hudson Theatre, Rochester, N. Y.

It is because of Vernon's consistent,

WHO'S WHO in "Bright Lights"

BobbyBOBBY VERNON
JayJay Belasco
AnnAnn Cornwall
EvelynEvelyn Francisco
Directed by Walter Graham

ACCESSORIES ARE MADE TO AID YOU

Don't overlook the helps offered you in the list of accessories available on this Bobby Vernon Comedy.

The posters, slides and lobby display photos, available at your exchange are designed for the purpose of increasing your attendance. Get them in advance of your showing and use them liberally.

The advance publicity stories, with the electros and mats, should be sent to your newspapers with your advertising. These notices when printed—are as valuable as the same amount of advertising space.

When making up your house organ or advance programs for your mailing list, give the comedy more than passing mention. Boost it to your patrons and they will respond with increased patronage.

PARAGRAPHS For Your Program

All the fun and action of a long feature in "Bright Lights," Bobby Vernon's knockout comedy.

Bobby Vernon in his first Vernon Comedy, "Bright Lights." It's two reels of hilarity.

You'll laugh for half an hour at Bobby Vernon in "Bright Lights," his first Bobby Vernon Comedy.

In addition to the feature, Bobby Vernon in "Bright Lights," two reels of side-splitting fun.

Bobby Vernon now producing and starring in his own comedies. See "Bright Lights," his first, and treat yourself to half an hour of sound enjoyment.

high-class comedy work and the popularity he has attained with exhibitors and patrons, that he is now starring in his own series of comedies.

VERNON'S FIRST AS PRODUCER IS FAST FUN FARCE

"Bright Lights" with Young Comedy Star Cleverly Done

(Newspaper review for use after showing
of picture)

"Bright Lights," the first of a series of comedies made by, and starring Bobby Vernon, and which is now furnishing the comedy spot on the bill at the..... Theatre, is one of those fast-moving farces that have won such a warm place in the appreciation of picture fans.

Vernon, who has been in Christie Comedies for a number of years, is one of the best liked of the younger film stars. He is at his best in this picture which portrays him as a blasé man-about-town who dons a rustic costume to win the heart of a girl he loves. The plot is clever and gives a logical opening for the many fast-moving situations into which the action enters when Vernon, in his rube make-up, invades a Broadway cafe.

The cafe set is one of the largest of its kind ever seen in pictures of this nature, and the attention to detail, costuming and atmosphere would do credit to the largest features on the screen.

Vernon is supported by Ann Cornwall, Evelyn Francisco and Jay Belasco. The production was directed by Walter Graham, from an original story by Roland Conklin.

NEW COMEDY HAS PLOT AND ACTION

(Newspaper review for use after showing
of picture)

If "Bright Lights," the first of a series of Educational-Bobby Vernon Comedies, which is now playing at the..... Theatre, can be accepted as any criterion, we may expect a series of hilarious comedies featuring this popular and versatile star.

Just recently Vernon announced that he would head his own producing unit and "Bright Lights" is the first picture made under the new arrangement. It has a well-defined comedy plot, plenty of action and clever comedy situations and the sets and general appearance of a big feature production.

Vernon is cast as a city boy who, as a joke on a girl he has met, dons a hick costume and seeks her out at a Broadway cabaret. Ann Cornwall is the girl. The picture was directed by Walter Graham.

FAME COMES TO BOBBY VERNON; NOW HEADS OWN PRODUCING UNIT



BOBBY VERNON

In a scene from
"BRIGHT LIGHTS"

For Electro Order No. 3343-E
For Mat. (Free) Order No. 3343-M

ANN CORNWALL IN "BRIGHT LIGHTS"

(Prepared as advance publicity story)

A dramatic actress was chosen to play the feminine lead opposite Bobby Vernon in "Bright Lights," the first production made by the newly organized Bobby Vernon Comedies and which will be at the..... Theatre..... Ann Cornwall, who has appeared in many successful dramatic pictures is the fortunate possessor of a radiant personality and her work on the screen so impressed director Walter Graham that he persuaded Miss Cornwall to desert the field of drama and cast her lot with the few capable screen comediennees.

Miss Cornwall will be remembered as having appeared in "To Have and To Hold" with Betty Compson; "The Seventh Day," with Richard Barthelmess; "The Gold Diggers" and "Dulcy."

Evelyn Francisco, a beauty recruited from the ranks of rapidly rising young film stars, also supports Vernon in "Bright Lights."

Hard Work Wins High Place for Young Comedy Star

(Prepared as advance publicity story)

Some men are born famous, some achieve fame and others have fame thrust upon them.

Bobby Vernon, young comedy star, belongs in the middle category. He has just achieved the dream of his young life and along with it quite a bit of fame, for Bobby is now heading his own unit and producing "Bobby Vernon Comedies," with himself as star!

Achieving fame in the comedy producing business isn't as easy as it sounds. There is a dearth of real funny men of the screen—the fingers of your hands will number them all—and the road to fame along this line of endeavor is thickly strewn with hard work. Bobby has been working in comedies for years and years, steadily gaining in popularity and amassing the large following which is a vital necessity before an actor can launch his own producing unit and

Vernon's first picture will be "Bright Lights" and it will be the comedy attraction on the bill at the..... Theatre..... In it Bobby is cast in one of the roles which has won him a large part of his popularity—that of a hick. He is seen as a blasé man-about-town who assumes the backwoods garb to win the girl of his heart. The settings of the story embrace the rural districts and one of the most pretentious cabaret sets ever erected for comedy purposes.

TWO NEW LEADS SUPPORT VERNON

(Prepared as advance publicity story)

Two new faces will appear in support of Bobby Vernon in his first Educational-Bobby Vernon Comedy, "Bright Lights," which will be at the..... Theatre.....

The newcomers are leading ladies, Ann Cornwall and Evelyn Francisco, neither of whom has appeared before with Vernon. Miss Cornwall has been doing work in dramatic features while Miss Francisco has been doing comedy leads in various other studios in Los Angeles.

The appearance of these two girls in the same picture is somewhat unique in that they were high-school chums who came to Los Angeles seeking picture engagements at the same time. They drifted apart, and after a year's separation, found themselves in the same picture.

ADVERTISING POPULAR SHORT SUBJECT STARS WILL MAKE EXTRA PROFITS FOR REAL SHOWMEN

Bobby Vernon is one of the best-known stars in Short Subjects. Years of comedy have made his name known to theatre patrons everywhere. He is firmly established as a comedy star of real entertainment value through his popularity with the public.

In presenting Bobby Vernon in a series of comedies personally made by this star, Educational Film Exchanges, Inc., feels that it is offering to the exhibitor a box-office attraction of real merit. Vernon's name has always been connected with comedies of the highest quality and, today, it has a value equal to that of many of the stars who are appearing in feature-length productions.

Wise showmen everywhere realize the value of popular stars and are making the Short Subjects in which these stars appear real profit makers by adver-

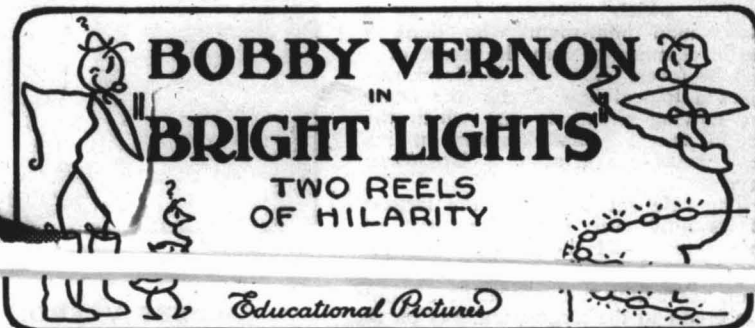
tising them along with their feature productions. They find that advertising these two-reel subjects more than pays and that they are reliable business bringers and business holders when advertised.

These Short Subjects have a definite place on the program of any house. In late years they have come to be regarded as being as necessary to the entertainment of the entire program as is the music. The wise showman long ago realized this and he is now realizing that by advertising these comedies he can add considerably to his attendance.

Advertise your short subjects as conscientiously as you do your feature. Comedies with such well-known players as Bobby Vernon have real drawing power and you can add to your profit and prestige by advertising them.



One Column can't be...



For Electro Order No. 3344-E
For Mat (Free) Order No. 3344-M

Two Column by One and One-Half Inch "Ad" Cut
For Electro Order No. 3345-E
For Mat (Free) Order No. 3345-M

For Three Column Cut on Page One Order
Electro No. 3346-E Mat (Free) No. 3346-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch (Newspaper) "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

"Bright Lights," a comedy of Broadway and the backwoods.

* * *

Bobby Vernon in "Bright Lights." Two reels of real comedy.

* * *

Bobby Vernon in the best comedy he has ever made—"Bright Lights."

* * *

A clever comedy of hicks and high life—Bobby Vernon in "Bright Lights."

* * *

Bobby Vernon, Ann Cornwall, Jay Belasco and Evelyn Francisco in two reels of snappy comedy, "Bright Lights."

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